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VALUE PROPOSITION AND CONSUMER LIFESTYLES AFFECTING CUSTOMER LOYALTY OF PTT LPG GAS STATION

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Abstract

This research aimed to study the causal variables of value proposition and consumer lifestyles that impacted the customer loyalty of PTT's LPG gas station. The population used in the study were people who use PTT's LPG gas station in Chumphon Province, Thailand, total of 5 locations. The results of the study indicated that the multiple regression analysis of value proposition on customer loyalty of PTT's LPG gas station. It was found that value proposition regarding products and services, pains relievers, gain creators had effects on customer loyalty of PTT's LPG gas station with the statistical significance level of 0.05. These three dimensions of value proposition collectively had a predictive power and explained 11.6% of the variance in customer loyalty of PTT's LPG gas station. The results of the study indicated that the multiple regression analysis of consumer lifestyle on customer loyalty of PTT's LPG gas station. It was found that consumer lifestyle regarding Innovators, believers, makers and Survivors had effects on customer loyalty of PTT's LPG gas station with the statistical significance level of 0.05. Thinkers, achieves, experiencers and strivers did not affect customer loyalty of PTT's LPG gas station. All 8 elements of consumer lifestyle collectively had a predictive power and explained 16.6% of the variance in customer loyalty of PTT's LPG gas station.

Keywords: Value Proposition, Consumer Lifestyle, Customer Loyalty, LPG Gas Station

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Introduction

The period of Covid-19 crisis and Russia-Ukraine War have an impact on higher energy prices and how much energy is produced in the world. PTT, a national energy company, works collaboratively to solve and mitigate the problem and facilitates the country energy demand in civil sector, drives industries more than 20,000 million Thai baht (assistance provided during 2020-2023), such as 4 million barrels of oil in reserve, fixing the retail price of NGV, providing a campaign to buy cheaper LPG for street vendors and low-income householders through a state welfare card, financial support to oil fuel fund, and extending credit terms to EGAT to reduce the FT rate. PTT gives importance to the implementation that will be beneficial to all sectors in a balanced manner.

In Thailand, gas has been used for vehicles since 1970, known as LPG (Liquefied Petroleum Gas). LPG is a fuel gas which contains a flammable mixture of hydrocarbon gases, especially propane. It is heavier than air. It is colorless and odorless, similar to natural gas. Since it is heavier than air, it can accumulate at ground level. Due to LPG regulations, a color and odorant are added to it to help detect leaks. Liquefied petroleum gas is a type of “hydrocarbon gas liquids consisting of propane, propylene, normal butane, isobutene or butylene, in various mixtures”. LPG at atmospheric pressure and temperature is a gas which is 1.5 to 2.0 times heavier than air. It is called liquefied petroleum gas under a certain pressure for ease of storage and transport. When the LPG pressure drops, LPG vapor can be used. LPG is commonly used as household fuel and in industries. It is contained in a pressure tank for ease of transport. Besides, it can be used as an alternative fuel for vehicles with a combustion engine since it is cheaper and offers a high-octane number (105). When it is used with vehicles, it makes the engine achieve the same rated capacity to the engine that uses conventional fuel (Energy Policy and Planning Office, 2000). However, the use of LPG is not quite popular since the number of service stations selling LPG is small and the number of LPG-fueled vehicles declines currently, making PTT LPG service stations decreased.

In order to develop PTT LPG service stations, PTT gives importance to value proposition delivered to customers. Osterwalder et al. (2014) described the value proposition canvas is a framework which can help ensure that a product or service is positioned around what the customer values and needs. Value proposition consists of 3 sections, 1) products or services offered, 2) descriptions of how the products and services relieve annoyances (Pain Reliever), and 3) descriptions of how the products and services create benefits/outcomes (Gain Creator). PTT adheres to the vision of becoming a Thai Premier Multinational Energy Company while striking a balance among all stakeholders covering the country, society, communities, shareholders, customers, partners and employees under the “SPIR+D” value or working under SPIRIT value. Emphasis is placed on bringing new digital technologies into the workplace to achieve maximum benefits. PTT determines business strategies and directions in accordance with the framework of business operations that focuses on sustainable growth of all sectors and drives value proposition delivered to customers.

Furthermore, what a business should take into consideration is consumer lifestyles. SRI Consulting Business International develop the concept related to “lifestyle” to analyze consumers to find out factors affecting decision making to purchase products or services that consumers are persuaded by their ideal, induced by knowledge and principles. It was found that “people are more likely to have behavior going in the same direction to the value to which they adhere, and they make an effort to develop that thing to become their identity related to individual consumption behavior, consistent with their lifestyles in accordance with the VALS concept (Value and Lifestyle System) (Hawkins & Mothersbaugh, 2010)

In relation to that importance, the researcher conducted a study on “value proposition and consumer lifestyles affecting customer loyalty of PTT LPG Gas station”, aiming to 1) test effects on value proposition affecting customer loyalty of PTT LPG Gas station, 2) test effects

of consumer lifestyles affecting customer loyalty of PTT LPG Gas station. The results obtained shall be used as a guideline for developing value proposition of PTT LPG Gas stations to be consistent with consumer lifestyles accordingly.

Literature Review

Value Proposition and Customer Loyalty

Osterwalder et al. (2014) who invented Business Model Canvas indicated that value proposition canvas can be used to create added value to businesses for developing products or services to meet customer demands. It consists of 2 parts,

1) customer segment, it is used to find out specific needs or wants that a target group has in common, consisting of 3 parts as follow:

1.1) Study customers' basic needs (Customer Job) and identify what they require; for example, if customers would like to do exercise, their basic needs may be shoes that are comfortable and support their movement.

1.2) Trouble or difficulty that customers are facing (Pains), identify what customers do not like or do not want in products and services. It is probably problems or bad experiences after using products or services from the business or business competitors, such as shoes that cannot be used any longer from getting damaged by water or rain.

1.3) Special expectation (Gains) is something that is beyond their basic needs or expectation, identify what customers expect rather than their basic needs that can impress them. It can be experiences or enjoyment they have during using services, a good after-sales service, such as workout shoes that customers can design on their own.

2) Value proposition is a diagram showing the value of products or services, used to design the major pattern and additional choices of products or services so as to determine the value delivered to customers through products or services to ensure customers are happy from what they are delivered or customers' problems that can be solved. Value proposition consists of 3 parts:

2.1) The value that products or services deliver to customers (Product or Service). "Value" identified in products or services must be associated with customer jobs. Attributes and benefits that customers require should be taken into consideration before making a conclusion what characteristics of products or services should have.

2.2) Customers' problems should be prevented, solved, or relieved (Pain Reliever). "Problems" identified should be associated with customers' pains, such as how to facilitate customers and solve their problems.

2.3) Do extra special things to impress customers. It should be factors responding to customers' demands or a positive way to present good things in addition to the main benefits of products or services, such as complimentary gifts.

Pokorná et al. (2015) conducted a study titled "Value Proposition Canvas: Identification of Pains, Gains and Customer Jobs at Farmers' Markets." The goal of the research is to identify the factors of business model that form Value Proposition of farmers' market customers in the areas of 1) Products/Services, 2) Gain Creators and 3) Pain Relievers. The examined factor areas are based on the creation of a Value Proposition Canvas. Primary data were acquired through the method of questionnaire survey with 217 customers shopping at the farmer's market. The most important Customer Jobs are identified as stocking up on fresh and healthy food and feeling good about the purchases; the most important Gain Creators are fresh and healthy food and the most important Pains are higher prices and inconvenient opening hours. Chitsawang (2022) conducted a study on marketing through the value proposition that affects the buying and selling of big white pomelo products: a case study of Samutsongkham province to create competitive advantage. The study was conducted on the basis of qualitative research method using an in-depth interview. The study results indicate that the relationship of

marketing through the value proposition delivered to customers, which affects the buying and selling of big white pomelo products can create competitive advantage. Furthermore, Dimi (2022) conducted a study titled “Value Proposition and New Marketing Mixes 4Es to Customer Loyalty of Construction Materials Business in Chumphon Province.” The study found that the value proposition which consist of product & service, gain creator and pain reliever are affect to customer loyalty. The synthesized literature led to the hypotheses H1a-H1c follow:

H1a: Value proposition in terms of products and services affects the customer loyalty of PTT's LPG gas station.

H1b: Value proposition in terms of pains relievers affects the customer loyalty of PTT's LPG gas station.

H1c: Value proposition in terms of products and services affects the customer loyalty of PTT's LPG gas station.

Consumer Lifestyles and Customer Loyalty

SRI Consulting Business International developed the concept related to “lifestyle” to analyze peoples’ way of lives so as to find out factors affecting their purchasing decision making. It was found that consumers were persuaded by their ideal and induced by knowledge and principles. It was also found that “people are more likely to have behavior going in the same direction to the value they adhere and make an effort to develop that thing to become their identity about individual consumption behavior, consistent with their way of life. SRI called this way of life as VALS (Value and Lifestyle System). It was developed as the 2nd version, known as VLS2, consisting of the following (Hawkins & Mothersbaugh, 2010):

1) Innovators are persons with the greatest income and resources. They are highly proud of themselves. They are interested in progress and would like to develop themselves. They have high self-confidence. They are well educated, see through someone’s trick, have responsibility. This group of people gives importance to self-image as it shows they have a good taste and how much of their authentic self. Products or services they like must reflect their delicate taste in life, not showing status or power. This type of people is more likely being business leaders or the government. They pay attention to social issues, are open-minded to changes. They spend their time watching television below the average. Most of their time spent on reading books and specialized magazines.

2) Thinkers are a group of persons that focus on principles. They like to do things they think they should be. They are well-matured, stable, peaceful and happy with their career and family. They are more likely to have recreational activities related to home. They are punctilious persons, well-educated and have responsibility. They are highly educated and just retired from work. They regularly follow a global movement. Their decision making is based on principles and reasons. They adhere to fact and social benefits. They spend time watching television below the average. They prefer reading newspaper and magazines to watching the television.

3) Achieves are consumers focusing on social status. They decide to choose something for promoting their positions and for elevating their social status. They are more likely to achieve success at work, leading to rewards and higher social status. They pay respect to persons who have power. They efficiently control their lives and give value to consistent opinions, predictable certainty, intimacy, and self-exploration. They like products that are famous for such a long time and show off them to their friends. They spend time watching television equal to the average. They enjoy reading business magazines and news.

4) Experiencers are consumers who focus on actions having a noticeable impact on environment. They enjoy doing things on their own, both something about their home and other matters. They are young people, enthusiastic and search for diversity. They enjoy excitement and risks. They are highly enthusiastic but give up easily. They go against social norms, so they are viewed as do not respect any regulations. They enjoy exercising, playing sports,

recreational activities, social activities. They spend a lot of money on socializing, clothes, fast food, song, music, movie, etc.

5) Believers are a group of persons admiring conservative principles. They adhere to social norm and laws. They are well organized for the matters related to home, family, society, and religion they are member. This is a group of people whose behavior can be easily predicted by marketers. They are consumers who admire products that have been accepted for such a long time. They read house and garden books. They spend time watching television above the average.

6) Strivers are consumers who focus on social status. They seek motivation from others. They do something the way other people expect. They do not have abundant resources but make an attempt to seek security in life. They believe money is success. They get bored easily. They imitate other persons who have impressive things. What they demand is far-reaching. They spend a lot of money on clothes and personal care products. They spend their time watching television above the average and greater than reading books.

7) Makers are classified in a group focusing on self-identification. They have capability in making things on their own, such as building a house, raising a child, repairing a car, growing garden vegetables. They admire the value of self-help. They live a conventional way of life with regard to family, work, and recreational activities. They are not impressed by occupying a lot of things. They do not pay attention to luxurious items.

8) Survivors are classified in the group of consumers motivated by success but have a low level of resources. They are poor and have a low level of education. They hardly have any association with society. They have health problems and live an inactive life. They are extremely careful and loyal to a popular brand. They are interested in sales promotion activities like super sale, clearance sale, discount, giveaway. They spend their time watching television above the average and enjoy reading celebrity news and gossip and woman magazines.

Related research: Bunnag & Tuanchaem (2017) concluded that “Lifestyle Patterns Influencing Behavior of Using the Krung Sri FristChoice Cash Card among the Working People in Bangkok Metropolitan.” The hypothesis testing results revealed that lifestyle patterns had significant related with behavior of using the Frist Choice cash card at the 0.05 significant levels. Furthermore, Ruamsupthawee (2014) conducted a study titled “Factors that Influence Customers’ Loyalty to Nation’s Medias.” The study found that Lifestyle in terms of Strivers, Experiencers, Achievers, Survivors, Makers and Thinkers Influence Customers’ Loyalty to Nation’s Medias with the statistical significance level of 0.05. The synthesized literature led to the hypotheses H2a-H2d follow:

H2a: Consumer lifestyle in item of innovators affects the customer loyalty of PTT's LPG gas station.

H2b: Consumer lifestyle in item of thinkers affects the customer loyalty of PTT's LPG gas station.

H2c: Consumer lifestyle in item of achieves affects the customer loyalty of PTT's LPG gas station.

H2d: Consumer lifestyle in item of experiencers affects the customer loyalty of PTT's LPG gas station.

H2e: Consumer lifestyle in item of believers affects the customer loyalty of PTT's LPG gas station.

H2f: Consumer lifestyle in item of strivers affects the customer loyalty of PTT's LPG gas station.

H2g: Consumer lifestyle in item of makers affects the customer loyalty of PTT's LPG gas station.

H2h: Consumer lifestyle in item of survivors affects the customer loyalty of PTT's LPG gas station.

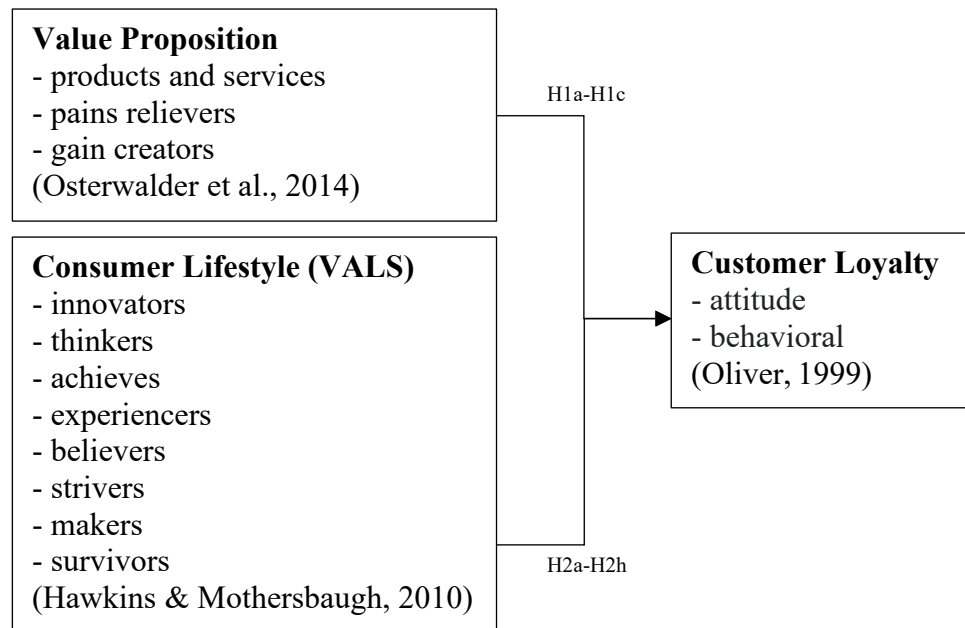


Figure 1 Conceptual Framework

Research Methodology

This research aimed to study the causal variables of Value Proposition and Consumer Lifestyle that impacted the customer loyalty of PTT's LPG gas station. The population used in the study were people who use PTT's LPG gas station in Chumphon Province, total of 5 locations. As the exact number of the population was unknown, the sample size was determined using W.G. Cochran's formula at a 0.05 error level, resulting in a sample size of 385 individuals (Cochran, 1977). The research tool used was a questionnaire, designed according to the research objectives, conceptual framework, and operational definitions.

Tool for quality assurance research, consisting of 1) Content validity by 3 experts. The index of consistency using the IOC technique (Index of Item-Objective Congruence) found that each aspect had a value between 0.67-1.00, which was considered consistent and could be used (Rovinelli & Hambleton, 1977). 2) The reliability test found that the value was 0.94, which had to be greater than 0.70 so it was acceptable (Hair et al., 2010). 3) The discrimination of power by means of correlation between questions and total scores of the whole questionnaire (Item-Total correlation) found that it was between 0.67-1.00.

Enter method of multiple regression analysis was used for data analysis, which can be written in the form of an equation as follow:

Equation 1 customer loyalty of PTT's LPG gas station:

Customer loyalty of PTT's LPG gas station = $\beta_0 + \beta_1$ products and services + β_2 pains relievers + β_3 gain creators + ε

Test of effects of value proposition regarding products and services, pains relievers, gain creators on customer loyalty of PTT's LPG gas station according to hypothesis H1a-H1c

Equation 2 customer loyalty of PTT's LPG gas station:

Customer loyalty of PTT's LPG gas station = $\beta_0 + \beta_4$ Innovators + β_5 Thinkers + β_6 Achieves + β_7 Experiencers + β_8 Believers + β_9 Strivers + β_{10} Makers + β_{11} Survivors + ε

Test of effects of consumer lifestyle regarding Innovators, Thinkers, achieves, experiencers, believers, strivers makers, Survivors on customer loyalty of PTT's LPG gas station according to hypothesis H2a-H2h.

Research Results

Analysis of correlation coefficients to determine the relationship between independent variables used in research found to be between 0.310-0.655, which is less than 0.80 (Cooper & Schindler, 2003). It showed that the independents had no relationship and could be used in prophecy. In addition, the Variance Inflation Factor (VIF) of independent variables was between 1.418-2.158, which did not cause Collinearity problems as shown in Table 1.

Table 1 Correlation Between Variables Analysis

Variables Mean	VP1	VP2	VP3	LS1	LS2	LS3	LS4	LS5	LS6	LS7	LS8	VIF
S.D.												
VP1	1											1.617
VP2	.565**	1										1.634
VP3	.503**	.510**	1									1.488
LS1	.417**	.297**	.418**	1								1.358
LS2	.270**	.205**	.282**	.409**	1							1.598
LS3	.264**	.147**	.209**	.363**	.481**	1						1.639
LS4	.223**	.174**	.208**	.279**	.463**	.536**	1					1.760
LS5	.242**	.159**	.121**	.272**	.437**	.433**	.545**	1				1.751
LS6	.231**	.190**	.174**	.270**	.275**	.230**	.251**	.437**	1			1.442
LS7	.281**	.302**	.238**	.285**	.180**	.194**	.183**	.174**	.394**	1		1.282
LS8	.433**	.260**	.241**	.290**	.274**	.164**	.220**	.223**	.232**	.274**	1	1.193

**statistically significant at .01, *statistically significant at .05

The results of the study indicated that the multiple regression analysis of value proposition regarding products and services, pains relievers, gain creators on customer loyalty of PTT's LPG gas station. This finding supported hypotheses H1 a-H1 c. Specifically, all three dimensions of value proposition were found to significantly impact the customer loyalty of PTT's LPG gas station at a 0.05 significance level ($\beta = 0.123$, $p < 0.05$) ($\beta = 0.101$, $p < 0.05$) ($\beta = 0.110$, $p < 0.05$) respectively. Therefore, hypotheses H1a-H1c were accepted. These three dimensions of value proposition collectively had a predictive power and explained 11.6% of the variance in customer loyalty of PTT's LPG gas station, as detailed in Table 2.

Table 2 Multiple regression analysis of value proposition on customer loyalty of PTT's LPG gas station

Independent Variable	Dependent Variable Customer loyalty
1) products and services (VP1)	0.123* (0.018)
2) pains relievers (VP2)	0.101* (0.021)
3) gain creators (VP3)	0.110* (0.021)
Adjusted R ²	0.116
Maximum VIF	1.634

**statistically significant at .01, *statistically significant at .05

The results of the study indicated that the multiple regression analysis of consumer lifestyle regarding Innovators, Thinkers, achieves, experiencers, believers, strivers, makers and Survivors on customer loyalty of PTT's LPG gas station. This finding supported hypotheses H1 a-H1 c. H2a-H2h. It was found that consumer lifestyle regarding Innovators, believers, makers and Survivors had effects on customer loyalty of PTT's LPG gas station with the

statistical significance level of 0.05 ($\beta = 0.187, p < 0.05$) ($\beta = 0.109, p < 0.05$) ($\beta = 0.215, p < 0.05$) ($\beta = 0.079, p < 0.05$). Therefore, hypothesis H2a, H2e, H2g and H2h were accepted. Thinkers, achieves, experiencers and strivers did not affect customer loyalty of PTT's LPG gas station ($\beta = -0.057, p > 0.05$) ($\beta = 0.040, p > 0.05$) ($\beta = -0.044, p > 0.05$) ($\beta = 0.058, p > 0.05$). Therefore, hypothesis H2b, H2c, H2d and H2f was rejected. All 8 elements of consumer lifestyle collectively had a predictive power and explained 16.6% of the variance in customer loyalty of PTT's LPG gas station, as detailed in Table 3.

Table 3 Multiple regression analysis of consumer lifestyle on customer loyalty of PTT's LPG gas station

Independent Variable	Dependent Variable Customer loyalty
1) innovators (LS1)	0.187** (0.000)
2) thinkers (LS2)	-0.057 (0.254)
3) achieves (LS3)	0.040 (0.404)
4) experiencers (LS4)	-0.044 (0.378)
5) believers (LS5)	0.109** (0.008)
6) strivers (LS6)	0.058 (0.133)
7) makers (LS7)	0.215** (0.000)
8) survivors (LS8)	0.079* (0.034)
Adjusted R ²	0.166
Maximum VIF	1.760

**statistically significant at .01, *statistically significant at .05

Conclusion and Discussion

The multiple regression analysis of value proposition regarding products and services, pains relievers, gain creators significantly influenced customer loyalty of PTT's LPG gas station. This aligned with conducted by Osterwalder et al. (2014) described that product or service is identifying “the value” into the product or service that should be associated with customer jobs in which attributes and benefits expected by customers are taken into consideration. Pain relievers are how products or services can help relieve customers’ problems. Good value proposition shall be able to handle problems or deliver significant benefits to customers. Gain creator is identifying something in products or services that shall “impress” customers. It must be a factor that shall respond to customer demands or must be a guideline for presenting good things in addition to basic benefits of products or services, in the form of rewards. Consistent with the research conducted by Pokorná et al. (2015) conducted a study titled “Value Proposition Canvas: Identification of Pains, Gains and Customer Jobs at Farmers' Markets.” The goal of the research is to identify the factors of business model that form Value Proposition of farmers' market customers in the areas of 1) Products/Services, 2) Gain Creators and 3) Pain Relievers. The examined factor areas are based on the creation of a Value Proposition Canvas. Primary data were acquired through the method of questionnaire survey with 217 customers

shopping at the farmer's market. The most important Customer Jobs are identified as stocking up on fresh and healthy food and feeling good about the purchases; the most important Gain Creators are fresh and healthy food and the most important Pains are higher prices and inconvenient opening hours. Consistent with the study conducted by Chitsawang (2022) conducted a study on marketing through the value proposition that affects the buying and selling of big white pomelo products: a case study of Samutsongkhram province to create competitive advantage. The study was conducted on the basis of qualitative research method using an in-depth interview. The study results indicate that the relationship of marketing through the value proposition delivered to customers, which affects the buying and selling of big white pomelo products can create competitive advantage. The findings also corresponded with the study by Dimi (2022) conducted a study titled "Value Proposition and New Marketing Mixes 4Es to Customer Loyalty of Construction Materials Business in Chumphon Province." The study found that the value proposition which consist of product & service, gain creator and pain reliever are affect to customer loyalty.

The multiple regression analysis of consumer lifestyle regarding Innovators, believers, makers and Survivors significantly influenced customer loyalty of PTT's LPG gas station. This aligned with conducted by Ruamsupthawee (2014) conducted a study titled "Factors that Influence Customers' Loyalty to Nation's Medias." The study found that Lifestyle in terms of Survivors and Makers Influence Customers' Loyalty to Nation's Medias with the statistical significance level of 0.05. The findings also corresponded with the study by Bunnag & Tuanchaem (2017) concluded that "Lifestyle Patterns Influencing Behavior of Using the Krung Sri FristChoice Cash Card among the Working People in Bangkok Metropolitan." The hypothesis testing results revealed that lifestyle patterns had significant related with behavior of using the Frist Choice cash card at the 0.05 significant levels.

Thinkers, achieves, experiencers and strivers did not affect customer loyalty of PTT's LPG gas station, not consistent with the research conducted by Ruamsupthawee (2014) conducted a study titled "Factors that Influence Customers' Loyalty to Nation's Medias." The study found that Lifestyle in terms of Strivers, Experiencers, Achievers and Thinkers Influence Customers' Loyalty to Nation's Medias with the statistical significance level of 0.05.

Suggestions

1) According to the findings from value proposition and consumer lifestyles affecting customer loyalty of PTT LPG Gas station, the organization should give importance to value proposition by (1) developing or creating products or services that shall meet consumer basic needs. Products should be different from other products in the market, (2) develop or create problem solving skills for customers. Products and services must be able to solve customers' problems correctly, reducing customers' trouble and being able to avoid problems that may arise and (3) develop or create new benefits for customers. Products or services customers receive must be greater than customers' expectation.

2) The organization should give importance to consumer lifestyles as follow: (1) innovators who are a group of people who are living a satisfied life, (2) believers or conservative people, (3) makers or practitioners who prefer to do things on their own and (4) survivors or persons who cope well with difficulties in their life.

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